

News Release

FOR IMMEDIATE RELEASE

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CITY OF GREENVILLE ANNOUNCES 2010 DOWNTOWN EVENT SERIES

Popular weekly events feature new look, line-up and ancillary events

Greenville, S.C. – The City of Greenville today announced the musical entertainment line-up for its Downtown Event Series, Piedmont Natural Gas Downtown Alive and BB&T Main Street Fridays (formerly Main Street Jazz), and unveiled changes to the events including new logos, sponsors and ancillary activities.

“Piedmont Natural Gas Downtown Alive and BB&T Main Street Fridays are two of the most highly anticipated events of the year,” said Angie Prosser, director of public information and events. “We have received tremendous sponsorship support from the Greenville community, which in turn has afforded the City the opportunity to continue to provide free entertainment for those who work, live and visit here.”

The City will kick-off the special event season March 18 with Piedmont Natural Gas Downtown Alive presented by Countybank. The event serves as the single largest fundraiser for the Metropolitan Arts Council, a local organization providing support and other vital services to individual artists, arts organizations and arts education programs. This year’s event will change to a new location at the Hyatt Plaza on Main Street. Throughout the season, event goers can enjoy live musical entertainment from the Wild Wing Café Stage with varied sounds including rock, blues, funk and cover bands. Piedmont Natural Gas Downtown Alive will also feature

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The Player's Zone, an interactive area featuring a variety of tailgating games including cornhole, ladder golf, washers and much more. Additional event sponsors include Budweiser, Pepsi, Table 301, Ben Arnold Beverage Company, the Hyatt, Entercom, WYFF 4, the Greenville Journal, Penske Truck Rental and Oobe.

BB&T Main Street Fridays presented by Pepsi will debut March 19 at the Hyatt Plaza. The family friendly event will feature a new entertainment line-up including beach, oldies, blues and party music. In addition to The Player's Zone, the event will also include a children's activity area. Additional event sponsors include Budweiser, Table 301, Ben Arnold Beverage Company, the Hyatt, Clear Channel and MY 102.5 , WYFF 4, the Greenville Journal, Penske Truck Rental, the Greenville Drive and Oobe.

For more information about the Downtown Event Series, visit the City's website at www.greenvillesc.gov or follow the events on Facebook and Twitter. A complete entertainment schedule is included on the last two pages.

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Piedmont Natural Gas Downtown Alive Entertainment Schedule

Thursdays, March 18 – June 24

5:30 p.m. – 8:30 p.m.

July 1 – August 26

5:30 p.m. – 9:00 p.m.

March

3/18 – The Will (Indie/Alternative/Rock) – Greenville, SC

3/25 – Jeff Markham and the Last Call (Folk/Americana) – Asheville, NC

April

4/1 – Leslie (Southern Rock) – Charleston, SC

4/8 – FeelinStella (Rock/Hip Hop) – Charlotte, NC

4/15 – Spiritual Rez (Funk/Reggae) – Boston, MA

4/22 – American Aquarium (Rock/Alternative/Country) – Raleigh, NC

4/29 – The Enemy Lovers (Pop/Rock) – Asheville, NC

May

5/6 – Firework Show (Indie Rock) – Charleston, SC

5/13 – Dangermuffin (Americana/Folk Rock/Indie) – Folly Beach, NC

5/20 – PictureMeFree – (Rock) – Clemson, SC

5/27 – WYLIE (Rock) – Charleston, SC

June

6/3 – Elonzo (Americana/Folk Rock/Indie) – Rock Hill, SC

6/10 – Amy Coccia and Friends (Indie/Pop/Folk Rock) – Charlotte, NC

6/17 – The Plainfield Project (Rock/Funk/Reggae) – Charleston, SC

6/24 – Archer Vs. Gunman (Powerpop/Indie) – Greenville, SC

July

7/1 – Madeline (Folk/Pop/Country) – Athens, GA

7/8 – Pinna (Funk/Rock) – Greenville, SC

7/15 – Kentucky Shine (Rock/Alt Country) – Charleston, SC

7/22 – The Lo and Beholds (Rock/Soul/Crunk) – Charlotte, NC

7/29 – Kelly Jo Ramirez (Pop/Rock) – Greenville, SC

August

8/5 – Owen Beverly (Folk/Country/Southern Rock) – Jackson, Mississippi

8/12 – Austin Crane (Indie/Folk Rock) – Columbia, SC

8/19 – Jesse Isley and the Trippers (Rock) – Charleston, SC

8/26 – Swift Robinson (Rock/Alternative) – Clemson, SC

BB&T Main Street Fridays Schedule

Fridays, March 19 – September 24

5:30 p.m. – 9:30 p.m.

March

3/19 – Shoeless Joe's (Funk/Rock) Greenville, SC

3/26 - True Blues (Blues/Rock) – Greenville, SC

April

4/2 – Mac Leaphart (Country) – Charleston, SC

4/9 – Gas House Mouse (Variety) – Spartanburg, SC

4/16 – The Taylor Moore Band (Blues/Roots Music) – Greenville, SC

4/23 – Jumpstreet Band (Soul) – Greenville, SC

4/30 – Crowfield (Rock/Americana) – Charleston, SC

May

5/7 – Ten Toes Up (Rock/Roots Music) – Pawley's Island, SC

5/14 – Sarah Mac Band (Blues/Soul) – Tallahassee, FL

5/21 – Southern Crescent (Variety) – Greenville, SC

5/28 – The Nightcrawlers Band (Blues/Variety) – Asheville, NC

June

6/4 – Corey Crowder (Folk/Rock) – Covington, GA

6/11 – The Flashbacks (Beach/Oldies) – Easley, SC

6/18 – Gigi Dover and the Big Love (Soul/Rock) – Charlotte, NC

6/25 – The Go Getters (Folk/Americana) – Greenville, SC

July

7/2 – The Ragged Orchids (Alternative/Americana) – Greenville, SC

7/9 – Julius Curcio (Pop/Alternative) – Philadelphia, PA

7/16 – The Bad Popes (Americana) – Greenville, SC

7/23 – Matter of Fact (Blues/Southern Rock) – Mooresville, NC

7/30 – Groove Planet (Party Band) – Greenville, SC

August

8/6 – James Justin & Co. (Americana/Folk) – Charleston, SC

8/13 – Marvin King and Blues Revival (Blues/Rock) – Greenville, SC

8/20 – Encore (Beach/Oldies) – Greenville, SC

8/27 – Josh Roberts and The Hinges (Americana/Rock) – Columbia, SC

September

9/3 – The Moderate (Rock) – Washington, DC

9/10 – Chris Cates & the MasterPlan (Rock/Soul) – Asheville, NC

9/17 – Big Jar of Jamm (Blues/Pop) – Greenville, SC

9/24 – Robbie Ducey Band (Blues/R&B) – Augusta, GA